

ADAA's ads in The New York Times are getting bigger!

Starting this fall we'll be running a **full-page ad every week** instead of only once a month. This gives you **more space and more copy** for your listings. The new program has two discounted contract levels for you to choose from, or you can have no contract and **participate as much or as little as you wish**. Members who sign up for the full 40x contract of our ad will receive **one free stand-alone ad** in The New York Times. This new program is a great opportunity to buy ad space at a fraction of what it would cost your gallery to run on its own in the Times.

The logo for ADAA, consisting of the letters 'ADAA' in a bold, blue, sans-serif font. The letters are closely spaced and have a slight shadow effect.

Cooperative Advertising

2010/2011

The New York Times

New this season:

Full-page ad every week to replace last season's weekly/monthly program.

40 ads total: every Friday
from September 10, 2010
through June 24, 2011

Last season → **New this season: 3 contract levels***

	40x contract:	20x contract:	No contract:
29 small weekly ads +9 full-page ads	Your listing appears every Friday	Your listing appears any 20 Fridays	Participate as much or as little as you want
\$735/weekly \$1,111/monthly	40 full-page ads \$750 per ad	20 full-page ads \$1,000 per ad	any number of ads \$1,200 per ad

**40x contract holders receive
a FREE 2x3 stand-alone ad in
The New York Times.****

All contract levels include a weekly email blast of your listing.

*This new program of weekly full-page ads will go forward provided we have sufficient levels of participation from ADAA members. If we receive too few contracts to support this expanded program, we will revert to last year's structure of smaller weekly ads and full-page monthly ads. We will notify the ADAA membership during the summer of any changes to this proposed program.

**Free ad in The New York Times will be redeemable directly with the Times. The free ad will be a single 2-column by 3-inch ad, to be run any weekday in the Arts section, from September 2010 to June 2011. Members who receive this free ad will be responsible for providing the ad materials directly to the Times. The New York Times Fine Arts Advertising department will contact 40x contract holders in September 2010 to make arrangements for the credit.

Old weekly listing

Paula Cooper

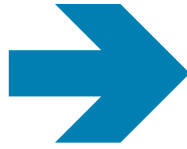
534 W 21 NY

Sam Durant: Dead Labor Day

Through April 17th, 534 W 21 Street

Meg Webster: Works on Paper

Through April 24th, 465 W 23 Street



New weekly listing

Paula Cooper

534 W 21 St 212.255.5156

Sam Durant: Dead Labor Day

Through April 17th, 534 W 21st Street

Meg Webster: Works on Paper

Through April 24th, 465 W 23rd Street

"If My Soul Had A Shape"

Opens April 10th, 521 W 21st Street

paulacoopergallery.com

Old weekly ad

New weekly ad

Art Dealers Association of America

Currently on View by Gallery Location

UPPER EAST AND WEST

RECEIVE THIS WEEKLY GUIDE IN YOUR EMAIL

sign up at: artdealers.org

Acquavella*
15 E 79 St
Robert & Ethel Scull:
Portrait of a Collection
April 15-May 27
Open Monday-Saturday, 10am-5pm

CDS
14 E 79 St
Minnie Mc Brat, Cecil, Celia, David,
Dorothea, Gertrude, Helen, Gladys,
Helen, H. Lee, Sam, Vera, Veerley

Skarlatos**
20 E 79 St
Mina Kallig: Icons
Through June 25th

Michael Werner*
4 E 77 St
Thomas Housego:
The Moon and the Stars and the Sun
Through 7 June

STIN STREET

DC Moore
124 Fifth Ave NY
Katherine Bowling: Moments of Grace
Nathan Oliveira: Drawings 1960-2010
Catalogue Available
Through May 28

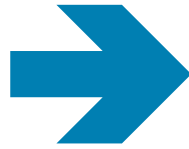
Forum
145 Fifth Ave NY
Alan Felber:
May 6-June 18, 2010

Sue Nease
May 13-June 25, 2010

Greenberg Van Doren
120 Fifth Ave NY
Richard Diebenkorn:
Paintings and Drawings 1949-1955
Through June 25
Light Reception Catalogue Available

Neha Balice
120 Fifth Ave NY
New Address:
730 Fifth Avenue at 57th Street
Brendan Behren, Mattie, Niall,
Sara, Phyllis, Sam, Yael

205 Lexington Avenue, New York 10016
Telephone: 212-488-6550



ART DEALERS ASSOCIATION OF AMERICA The Nation's Leading Art Galleries artdealers.org

NYC UPTOWN				
Acquavella* 15 E 79 St Robert & Ethel Scull: Portrait of a Collection April 15-May 27 Open Monday-Saturday, 10 am to 5 pm acquavella.com	Leo Castelli 1417 E 12 St 212.258.6410 Robert Morris Untitled (Scatter Piece) 1968-69 through May 23 castelligallery.com	CDS 14 E 79 St 212.255.5156 The Latin American Scene: Paintings, sculptures & drawings April 15-May 27 Ferdinand Alvaro, Fajal, Gonzalez, Luis Diaz, Marta Minerva, Morales, Rivera, Gonzalez, Cruz Diez, Fernando Marz, Fajal, Gonzalez, Gali, Lahn, Marta Minerva, Morales, Moretti, Soto, Torres-Garcia, and others	Knoodler 1417 E 12 St 212.258.6500 Michael Goldberg The Red Paintings 1962-1963 May 6-24, 2010. Catalog with essay by Klaus Kertess Project Space Gendron Jensen: Drawings through May 28 by appointment: knoodlergallery.com	Kraushaar** 1417 E 12 St 212.258.6500 20th Century and Contemporary American Art Boris Moysa, Beatrice, Bjurstedt, Jerome, Diabla, Giacoma, Korbach, Mark, Miami, Sean, Sheila, Wilton, Zandi, others by appointment: knoodlergallery.com
Jan Krugier 103 Hudson St 212.472.4433 A Century of Picasso: Paintings, Sculptures and Works on Paper 1902-1971 To view this show, go to July 6, 2010 Please visit www.krugier.com/ or email info@krugier.com for more information.	L&M Arts 415 E 10 St 212.881.6000 Tanguy Calder Between Surrealism and Abstraction Through June 12 lmgallery.com	Barbara Mathes 17 E 10 St 212.767.1010 Patrick Falgenbaum: People and Places Through June 11, 2010 lucasmathesgallery.com	Menconi & Schoelkopf* 116 E 9 St 212.343.8300 Joseph Stella (1877-1946) Paintings, Poems, Watercolors, and Drawings Through May 28th mcsart.com	Garrish & Reinisch* 116 E 9 St 212.343.8300 Precarious Balance: Noguchi's Sculpture of the 1940s & 1950s April 29-June 11, 2010 garrish-reinisch.com
Jan Krugier 103 Hudson St 212.472.4433	L&M Arts 415 E 10 St 212.881.6000	Barbara Mathes 17 E 10 St 212.767.1010	Menconi & Schoelkopf* 116 E 9 St 212.343.8300	Garrish & Reinisch* 116 E 9 St 212.343.8300
Michael Werner* 4 E 77 St Thomas Housego: The Moon and the Stars and the Sun Through 7 June edbalmer.com	Starksett 116 E 10 St 212.232.0066 Mike Kelley Arenas May 6-June 25, 2010 starksett.com	Tilton 116 E 10 St 212.232.0066 Jarbas Lopes Park Central Through May 29, 2010 jaktiltongallery.com	Michael Werner* 4 E 77 St Thomas Housego: The Moon and the Stars and the Sun Through 7 June edbalmer.com	Michael Werner* 4 E 77 St Thomas Housego: The Moon and the Stars and the Sun Through 7 June edbalmer.com

NYC MIDTOWN				
Babcock** 121 W 10th St 212.252.2500 From the Light of Distant Skies: 19th Century American Paintings Through 6/11 Marilyn Dintess: Parallel Park through 6/11 Open House: Wednesday 5/19, 5-8 pm babcock.com	Maxwell Davidson* 121 W 10th St 212.252.2500 Tom Wesselmann Plastic Works Through June 12, 2010 Fully illustrated catalogue available maxwell-davidson.com	DC Moore 124 Fifth Ave NY 212.211.1111 Katherine Bowling: Moments of Grace Nathan Oliveira Drawings 1960-2010 Through May 28 dcmoore.com	ADAA COLLECTORS' FORUM Artists and Dealers: Creative Partnerships Tuesday, May 18 at 6:00pm Sean Kelly Gallery, 508 West 29th Street, NYC This ADAA Collectors' Forum will explore the dynamic relationships between artists and dealers. The panel will explore questions such as: What are the expectations for artists and dealers in entering a partnership? How do emerging artists view these partnerships and what impact do these changes have on the treatment of works of art themselves - particularly in the secondary market? How do emerging artists view these partnerships and what is it different in today's art market? Seamless and available, to receive a membership and understand more, visit artdealers.org made possible through ADAA's generous funding	Michael Werner* 4 E 77 St Thomas Housego: The Moon and the Stars and the Sun Through 7 June edbalmer.com
David Findlay Jr. 121 W 10th St 212.252.2500 Woolly Gwyn Recent Landscapes James Anagnost: Recent Still Lifes May 2010 davidfindlay.com	Greenberg Van Doren 120 Fifth Ave NY Richard Diebenkorn Paintings and Drawings 1949-1955 Through June 25 Fully illustrated catalogue available gvdgallery.com	Howard Greenberg 116 E 9 St 212.343.8300 David Goldblatt Paintings Start 20-June 12 Henri Cartier-Bresson May 19-June 12 henriart.com	Leonard Hutton 116 E 9 St 212.343.8300 Gallery Selection Post War American Russian Avant-Garde European Modernism Painting, work on paper, sculpture leonardhutton.com	Michael Rosenfeld 116 E 9 St 212.343.8300 Unconscious Unbound: Surrealism in America Bernan, Cassaban, Corcor, Ernst, Felber, French, Gaskin, Korbach, Marz, Mingo, Osoyko, Pollock, Raskin, Sirota, Singel, Tanning, Tschichow, Ullmann Closing May 27 michaelrosenfeld.com
Marion Goodman* 121 W 10th St 212.252.2500 Thomas Struth May 6-June 19 mariongoodman.com	Greenberg Van Doren 120 Fifth Ave NY Richard Diebenkorn Paintings and Drawings 1949-1955 Through June 25 Fully illustrated catalogue available gvdgallery.com	Howard Greenberg 116 E 9 St 212.343.8300 David Goldblatt Paintings Start 20-June 12 Henri Cartier-Bresson May 19-June 12 henriart.com	Leonard Hutton 116 E 9 St 212.343.8300 Gallery Selection Post War American Russian Avant-Garde European Modernism Painting, work on paper, sculpture leonardhutton.com	Michael Rosenfeld 116 E 9 St 212.343.8300 Unconscious Unbound: Surrealism in America Bernan, Cassaban, Corcor, Ernst, Felber, French, Gaskin, Korbach, Marz, Mingo, Osoyko, Pollock, Raskin, Sirota, Singel, Tanning, Tschichow, Ullmann Closing May 27 michaelrosenfeld.com

NYC CHELSEA AND SOHO				
ACA 205 W 122 St 212.252.2500 Irene Hardwick Olivier Some kind of wilderness Recent paintings and works on paper May 7 through June 26 Catalogue available	Ameringer McEnery Yohs 121 W 10th St 212.252.2500 Patrick Lee Through May 28 Image available online Gene Davis Golems through May 3 ameringer-yohs.com	Brooke Alexander 121 W 10th St 212.252.2500 Josel Albers / Ken Price Paintings, drawings, sculpture and prints Closes June 5 Gene Davis Golems through May 15, at 5:30 W 29th St 212.244.6055	Peter Blum 121 W 10th St 212.252.2500 Reflection Works by Bechthold, Beatty, Federle, Katsuyuki Kusama, Mochizuki, Ruyter, and others Opening May 5-4, at 5:30 W 29th St / 212.343.0441 Adrian Paci Golems Through May 15, at 5:30 W 29th St 212.244.6055	Cheim & Read 121 W 10th St 212.252.2500 Ghada Amer Caly Midobahar Through 19 June available catalogue Asya Rofman Through May 29 Click Patty Faxon, Tracy Kamenstein, Liana Lerner, Wendy Lee, Rebecca Mower, Amy Raskin June 3 through July 17 mayhewgallery.com
James Cohan 205 W 122 St 212.252.2500 Alison Elizabeth Taylor Foodscapes May 7-June 18, 2010 New York Gallery Week Extended Hours: Fri-Sat, May 7-8, 12pm-8pm Sun-Mon, May 9-10, 12pm-6pm jamescohan.com	Paula Cooper 534 W 21 St 212.255.5156 Mark di Suvero Through June 25th, 134 W 23rd St "Reprise" through May 15th, 465 W 23rd St "If My Soul Had A Shape..." through May 10th, 521 W 21st St paulacoopergallery.com	Ronald Feldman 121 W 10th St 212.252.2500 Resurrection Group Exhibition May 15-June 26 roonaldfeldman.com	Gladstone Gallery 121 W 10th St 212.252.2500 Cameron Jamie 115 W 24 St May 6-June 12 gladstonegallery.com	Nancy Hoffman 121 W 10th St 212.252.2500 Asya Rofman Through May 29 Click Patty Faxon, Tracy Kamenstein, Liana Lerner, Wendy Lee, Rebecca Mower, Amy Raskin June 3 through July 17 mayhewgallery.com
Jan Krugier 103 Hudson St 212.472.4433 Mark Ryden The Day, Monday Old Time Art Show April 29-June 5 Kent Henricksen A Nineteen Show May 6-June 5 jankrugier.com	June Kelly 121 W 10th St 212.252.2500 Julio Valdez The Day, Monday Old Time Art Show April 29-June 5 Ming Smith Photographs: 1978-2010 18 June-30 July 2010 junekelly.com	David Nolan 121 W 10th St 212.252.2500 Jim Nutt: "Fun and Other Works, 1967-2010" Through June 26, 2010 davidnolan.com	Yancy Richardson 121 W 10th St 212.252.2500 Otto Piene Light Bubbles and New Paintings, 1957-67 8-22 May 2010 Richard Tuttle May 6-22 May 2010 yancyrichardson.com	Mitchell-Innes & Nash 121 W 10th St 212.252.2500 William Pope-L Landscape + object + animal at 154 West 26 Street, NY 10001 mitchell-innes.com

OUTSIDE OF NEW YORK CITY				
John Berggren* 228 East St San Francisco CA 415.781.4629 Hen Frankenthaler Paintings 1961-1973 April 1-June 26, 2010 Illustrated Catalogue Available berggren.com	Locks 800 Washington St E., Philadelphia PA 215.629.3300 1968 Chris Arndt, Richard Armstrong, Jennifer Bartlett, Thomas Chimes, Raza Hungating, Jasper Johns, Louise Nevelson, Claes Oldenburg locksgallery.com	Meredith Long 2103 San Felipe Houston TX 713.523.6671 Mary Cassatt: Works on Paper May 15 through June 29 meredithlong.com	L.A. Louver 45 W 14th St New York NY 212.252.4955 20 May-26 June 2010 Alice Neel Paintings by appointment: lalouver.com	Modernism 885 Market St San Francisco CA 415.541.0461 Elena Dorfman: The Pleasure Park through June 19th modernism.com

The Art Newspaper

Same low cost as last year: \$278/month (\$2,500 contract)

The monthly "ADAA Calendar" ads will be offered in a one-page format. They will run every month beginning in October 2010 and ending in June 2011. To participate you must sign a 9 month contract covering all ads. The entire season of ads will cost a total of \$2,500. This amount is payable by September 1, 2010.

ART DEALERS ASSOCIATION OF AMERICA ADAA, 205 Lexington Avenue, New York, NY 10016	
	
OUTSIDE OF NEW YORK CITY	
Rhona Hoffman 218 N. New Street, Chicago, Ill. 60610 rhoffman@aol.com Chris Garofalo Through June 25 Kehinde Wiley September 10-October 23	Locks 600 Washington St., Pleasanton, CA 94566-0000 locks@aol.com Polly Apfelbaum Ellen Harvey Jane Irish Ena Swansea
NEW YORK CITY UPPER EAST AND WEST	
Acquavella 415 W 125th Street, New York, NY 10019 Modern and Contemporary Masters Please visit us at Art Basel South 158 June 18-20	CDS 415 W 125th Street, New York, NY 10019 The Latin American Scene: The Red Paintings, sculptures and drawings. Carlos Cruz-Diez, Emilio Grau Sala, Concha Cruz Diaz, Fernando Maiz, Figen, Garmida, Gris, Lam, Mann, Michel, Moravia, Serrano, Tello, Tinto-Garcia, and others.
Barbara Mathes 415 W 125th Street, New York, NY 10019 Patrick Falgenhaun: People and Places Through June 11 Art Basel Hall 2, D, Booth F11 June 15-20	Mitchell-Innes & Nash 415 W 125th Street, New York, NY 10019 William Pope.L Landscape + 10000 + animal at 524 West 26 Street, NY 10001
Knoedler 415 W 125th Street, New York, NY 10019 Michael Goldberg The Red Paintings 1962-1963 catalogue with essay by Klaus Kertess Project Space Wynn Newmark Award Recipients of 2009 Powerhouse, LaFollette, Minicelli, Okada both emboldened through July 30	Jan Krugier 415 W 125th Street, New York, NY 10019 A Century of Picasso: Paintings, Sculptures and Works on Paper 1902-1971 On view from May 28 to July 8, 2010 Please visit http://www.jan.krugier.com/century/picasso/ for more information.
Tilton Gallery 415 W 125th Street, New York, NY 10019 Specializing in International Contemporary Art	Michael Werner* 415 W 125th Street, New York, NY 10019 Summer Reading Michael Werner Artists' Books For Summer
NEW YORK CITY 57TH STREET	
Babcock** 219 W 57th Street, New York, NY 10019 From the Light of Distant Skies: 19th Century American Paintings, through June 11 Marylyn Dintenfuss: Painted Park, through June 11 Summer in the City opens June 17	Forum 415 W 57th Street, New York, NY 10019 Alan Feltus May 6 - June 18 Sean Henry May 13 - June 25
James Goodman** 415 W 57th Street, New York, NY 10019 Drawings, Paintings & Sculpture by Gable, Chamberlain, Dea, Duffell, Fricke, Mathews, Page, Lichtenstein, Malin, Moll, Moore, Nevelson, Picasso, Theobald, Wexlerman & others	Marian Goodman* 415 W 57th Street, New York, NY 10019 Thomas Struth through June 19 Rineke Dijkstra June 29 - August 21
Greenberg Van Doren 415 W 57th Street, New York, NY 10019 Richard Diebenkorn Paintings and Drawings 1949-1995 Through June 25 Fully illustrated catalog available	Leonard Hutton 415 W 57th Street, New York, NY 10019 Art 43 Deal Booth 1510, Hall 2, D June 18-20, 2010 20th Century European Modernism from the Morgan Contemporary Russian Avant-Garde Painting, Sculpture, Book on Paper
Michael Rosenfeld 415 W 57th Street, New York, NY 10019 Fairfield Porter Marguerite & William Zorach June 4 - August 11	June 2010 All galleries are open Tuesday - Saturday, unless noted *Monday - Sunday **Monday - Friday ***By Appointment Only
NEW YORK CITY CHELSEA/SOHO	
ACA 529 W 29th Street, New York, NY 10001 Irene Hardwické Olivieri Color and Language Recent paintings and works on paper Color catalogue available May 5 through June 26	Brooke Alexander 509 W 29th Street, New York, NY 10001 Photo Based Prints Helen & John Baskin, Bruce Nauman, Robert Rauschenberg and Andy Warhol Opens June 22
ACA 529 W 29th Street, New York, NY 10001 Irene Hardwické Olivieri Color and Language Recent paintings and works on paper Color catalogue available May 5 through June 26	Chelm & Reed 441 W 29th Street, New York, NY 10001 Ghada Amer Color, Movement Through 19 June catalogue available La Tabacca curated by the Fyle Opening 24 June
ACA 529 W 29th Street, New York, NY 10001 Irene Hardwické Olivieri Color and Language Recent paintings and works on paper Color catalogue available May 5 through June 26	Sean Kelly 529 W 29th Street, New York, NY 10001 Memories of the Future Curated by Robert Rauschenberg for Sean Kelly Gallery June 25 - July 30, 2010
THE ART SHOW 2011 Artists & Meet Peatlings Art Fair MARCH 2-6, 2011 Park Avenue, Tuesday, March 1, 2011 Park Avenue Armory, NYC Co-located HENRY STREET SETTLEMENT Organized by ART DEALERS ASSOCIATION OF AMERICA Bookmark adaa.org for further updates or call 212-688-2550	Luhning Augustine 511 W 29th Street, New York, NY 10001 Twenty Five June 6 - June 19 Ragnar Kjartansson The Day June 29 - August 13
ACA 529 W 29th Street, New York, NY 10001 Irene Hardwické Olivieri Color and Language Recent paintings and works on paper Color catalogue available May 5 through June 26	Matthew Marks 529 W 29th Street, New York, NY 10001 Anne Truitt Darren Almond Through June 26
ACA 529 W 29th Street, New York, NY 10001 Irene Hardwické Olivieri Color and Language Recent paintings and works on paper Color catalogue available May 5 through June 26	Silkema Jenkins & Co. 529 W 29th Street, New York, NY 10001 Burt Barr Valerie Belin 18th July 2
ACA 529 W 29th Street, New York, NY 10001 Irene Hardwické Olivieri Color and Language Recent paintings and works on paper Color catalogue available May 5 through June 26	Yancey Richardson 529 W 29th Street, New York, NY 10001 Lynn Coesman June 2 - June 19, 2010 In the Project Gallery: Vera Lutter Venice I
ACA 529 W 29th Street, New York, NY 10001 Irene Hardwické Olivieri Color and Language Recent paintings and works on paper Color catalogue available May 5 through June 26	Sperone Westwater 415 W 29th Street, New York, NY 10001 We Are Moving To A New Location please direct all future correspondence to 217 Broadway New York, NY 10002 212 999-7337 fax 212 999-7338 info@spwestwater.com
ACA 529 W 29th Street, New York, NY 10001 Irene Hardwické Olivieri Color and Language Recent paintings and works on paper Color catalogue available May 5 through June 26	David Zwirner 529 W 29th Street, New York, NY 10001 Edward Kienholz Roxy's Through June 19
America's Leading Art Galleries artdealers.org	

To participate in this season's ads, please fill out the enclosed contract and fax it to 212-334-0976.

Questions?
 Please call Marijane Moosoolian at McCall Associates
 212-925-5821

ADAA

2010/2011 Season cooperative advertising contract

Information

Gallery name:

Address:

Contact name:

Direct email (**required**):

Cooperative Advertising Options

Select which ads you want to participate in:

- NY Times weekly 40x contract: \$750/ad; \$3,000/month**
- NY Times weekly 20x contract: \$1,000/ad; \$2,000/month**
- TAN 9x contract: \$278/ad; \$278/month**

Contract

- BILLING**
- **Weekly:** will be billed monthly. You will be contacted for initial payment.
 - **TAN:** will be billed as a single payment of \$2500 due September 1, 2010.

Please note: By signing this contract your gallery is responsible for payment on all ads that are chosen. Payments made later than 30 days past payment due dates will result in suspension of your participation until paid in full. **If you have any outstanding payments from the 2009-2010 season, we cannot hold a spot for you until paid in full.**

Signature: X

How to participate:

1. **Sign** this contract and **fax** it to McCall Associates at 212-334-0976.
2. You will be contacted accordingly when copy is due for any ads.

Questions? Call Marijane Moosoolian, 212-925-5821